

**HISTORIC LANDMARKS COMMISSION
HISTORIC SIGNIFICANCE REPORT**
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January 27, 2022

**2720 De La Vina Street
SANTA BARBARA, CALIFORNIA**

Designation Status: Listed on the Historic Resources Inventory based on the analysis by Annie McCausland, and M. Colleen Hamilton in a historic Resource Survey accepted by the Historic Landmarks Commission on March 6, 2019. This report has the findings of the survey adapted to the Santa Barbara format. The survey concluded that the 1937 brick commercial building and storefront eligible to be designated a Structure of Merit. Designed by noted architect Keith Lockard as a Safeway grocery store, one of the first grocery stores on the outskirts of the city.



Photo of the building when it was a Safeway grocery store.



Photo of the building in 2019. Note the brick pilasters, divided light transom and ogee curve leading to the concrete marquis and Art Deco style zigzag wood motif on the frieze still remain.

Assessor Parcel Number: 051-220-021

Construction History: The subject building was constructed in 1937. A permit was issued in 1947 to enclose the front of the store. In 1952 a permit was issued for a new awning and window display. In 1990 an illegal storage addition was added to the rear but then removed in 1991. The building was seismically refitted in 1994, and a new door was installed. In 2016 the front façade fenestration and setback were changed. The 10-foot set-back was changed to a 20-foot set-back, and the single door and sidelight was replaced with a new double door and new windows. A new double door entrance was also added to the south façade (Santa Barbara Public Works Street Files).

The subject property is located in the city of Santa Barbara Thompson Lacy Subdivision, Lot 13–14. The subject parcel remained undeveloped until the construction of a Safeway grocery store in 1937.

It remained a Safeway store until 1951. Since then Wood Furniture Co., Lakes Furniture House, Siesta Sleep Centre, and Handlebar Coffee Roasters have occupied the building. The building was not the first Safeway store in the city of Santa Barbara.

Architect: E. Keith Lockard

Architectural Style: Vernacular Commercial Building

Property Description:

This 3,857 square foot commercial building has a rectangular footprint and sits on a 0.28-acre parcel with an asphalt parking lot. The building faces De la Vina Street to the south and has two entries, one on the south (front) façade and on the east façade, adjacent to the parking lot. The building is surrounded by a concrete sidewalk. The walls are clad in brick and feature two original double-hung wood-framed



windows and contemporary windows. The roof is flat with three original skylights and original parapet on the south façade. The front fenestration includes contemporary wood-framed windows, entry door, original divided light transom, brick pilasters and corners, ogee curve leading to the concrete marquis, and original Art Deco zigzag wood motif on the frieze.

Significance: The building qualifies to be designated a Structure of Merit under the following criteria provided by the Municipal Code, Section 30.157.025

Historic Integrity: The building retains integrity of location and setting. The building retains much of its original materials workmanship, feeling and design including the brick pilasters, divided light transom and ogee curve leading to the concrete marquis and Art Deco style zigzag wood motif on the frieze still remain. The original large glass storefront windows and tile under them has changed, but the location of the new wood windows is in the same location as the original storefront and is compatible with the building. There is a new entry on the east façade. The building still reads as a early 20th century commercial storefront and retains its association as such. The building retains enough historic integrity to convey its original appearance.

Criterion 3. It embodies the distinctive characteristics of a type, period, architectural style or method of construction, or represents the work of a master, or possesses high artistic or historic value, or represents a significant and distinguishable collection whose individual components may lack distinction;

Evaluation: The masonry building was designed as a Safeway, one of the first grocery stores on the outskirts of the city in 1937. It was designed by architect Keith E. Lockard, who also designed Santa Barbara City Hall in the 1920s and the Unitarian Society of Santa Barbara in 1930. The Safeway catered to travelers on Hollister Avenue (De la Vina Street), campers staying at the auto camps that were once on the 2700 block of De la Vina Street, and the neighborhoods of Oak Park, Samarkand, and San Roque from 1937–1951.

As an original a vernacular commercial masonry building, the structure employs the following character-defining elements:

- brick pilasters
- divided light transom
- ogee curve leading to the concrete marquis
- Art Deco style zigzag wood motif on the frieze, a signature design on many 1930s storefronts

Architect E. Keith Lockard:

E. Keith Lockard, who with his partner Roland F. Sauter, was a major practitioner of the Spanish Colonial Revival style in the 1920's. E. Keith Lockard was born on December 2, 1892 in San Ynez, California. He attended the University of California, Berkeley, where he graduated with his Bachelor's degree in Architecture in 1916. After completion of his schooling, Lockard created his own architectural firm and partnered with Sauter. Lockard and Sauter helped design the Santa Barbara City Hall and Santa Barbara High school in the early 1920's and went on to help design the rebuilding of several downtown State Street buildings affected after the 1925 earthquake in the Spanish Colonial Revival style. Later, in 1937, Lockard left his architectural firm to partner with other renowned architect of Santa Barbara, Roy W. Cheesman. The two worked together in Cheesman's firm until it dissolved in 1942. Today, the work of Lockard is recognized as significantly influential to the heritage of the City as he used the Spanish Colonial Revival style to transform the architectural style of the downtown area.

List of Buildings:

Santa Barbara City Hall, 1924

Santa Barbara High School, 1924

600 N. Milpas Street, 1927

1515 Santa Barbara Street, Unitarian Church 1930



Building by Keith Lockard: 600 N. Milpas Street



Building by Keith Lockard: 1515 Santa Barbara Street, Unitarian Church, 1930

714 State Street, 1925

As an example of a work designed by noted architect E. Keith Lockard, the building qualifies for as Structure of Merit under Criterion 3.

Conclusion: 2720 De La Vina Street is associated with architect Keith Lockard, a person who significantly contributed to architecture in the City of Santa Barbara, making the property eligible for listing as a Structure of Merit under Criterion 3. The building is also the best exemplification of a vernacular commercial masonry building in the neighborhood. The masonry building retains retain the physical characteristics representing an established and familiar visual feature in the neighborhood making the property eligible for listing as a City Structure of Merit under Criterion 5. As such, the property appears to be eligible for listing as a City of Santa Barbara Structure of Merit. Because the property appears to be eligible for listing as a City Structure of Merit, it is also considered to be a historical resource for the purpose of CEQA.



Building by Keith Lockard: 714 State Street, Tomlinson Building, 1925

Works Cited:

City of Santa Barbara. *Street File Permit and Plan Archives*.

McCausland, Annie, and M. Colleen Hamilton. *2019 Historical Resources Evaluation Report: Replacement of the De la Vina Street Bridge over Mission Creek (51C0244)*, City of Santa Barbara, Santa Barbara County, California. Applied EarthWorks, Inc., Lompoc, California. Prepared for City of Santa Barbara Public Works Department, Santa Barbara, California. Submitted to California Department of Transportation, District 5, San Luis Obispo.